

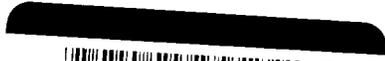
RECEIVED

2005 OCT 17 A 11: 15

OFFICE OF INTERNATIONAL  
CORPORATE FINANCE

Securities & Exchange Commission  
Fifth Street, N.W., Judiciary Plaza 450  
20549 WASHINGTON DC  
U.S.A.

Corporate Communications /  
Investor Relations



05011716

SUPPL

Date	September 23, 2005
Direct phone	+31 23 546 32 38
Direct fax	+31 23 546 39 12
E-mail	r.de.meel@hq.vnu.com
Subject	ADR file nr. 82-2876

Dear Sirs,

Please find enclosed the following press release, dated September 23, 2005:

- VNU SAYS HEAD OF ACNIELSEN NORTH AMERICA IS LEAVING COMPANY

With kind regards,  
VNU by

b/c 

Maarten Schikker

PROCESSED

OCT 19 2005

THOMSON  
FINANCIAL

R  
de w 10/18

# Press release

ADR file nr 82-2876

Date September 23, 2005

## VNU SAYS HEAD OF ACNIELSEN NORTH AMERICA IS LEAVING COMPANY

Haarlem, the Netherlands – VNU, a leading global information and media company, announced today that Tim Callahan, president of ACNielsen North America, is leaving the company as of October 3 to become CEO of the consumer group at Berwind, a family-owned investment management company.

VNU said the search for a successor to Callahan is underway, and that a new head of ACNielsen North America, responsible for the unit's operations in the U.S. and Canada, will be announced shortly. In the interim, Steve Schmidt, president and CEO of ACNielsen and executive vice president of VNU Marketing Information, will assume direct accountability for ACNielsen's U.S. business, while Pat Gardiner, president of ACNielsen Canada, will continue to oversee the Canadian business, reporting to Schmidt.

### About VNU

VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research) and business information (Billboard, The Hollywood Reporter, Computing, Intermediar).

VNU is active in more than 100 countries, with headquarters in Haarlem, the Netherlands and New York, USA. The company employs 38,000 people. Total revenues under IFRS amounted to EUR 3.3 billion in 2004. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at [www.vnu.com](http://www.vnu.com).

Press contact	Will Thoretz	New York	+1 646 654 8133
Investor Relations	Peter Wortel Arnout Asjes	Haarlem New York	+31 23 546 36 00 +1 646 654 5031